

Utah Office of Tourism Board Meeting

Capitol Hill Complex
Room W-110

January 12, 2007
10:00 a.m.

Present

Board Members

Colin Fryer
Bob Bonar
Steve Burr
Georgianna Knudson

Selleice Stokes
Hans Fuegi
Bob Syrett

Staff

Leigh von der Esch
Mike Deaver
Elaine Watts
Patti Denny

Tracie Cayford
Stan Nance
Dave Williams

Guests

Red Oelerich
Nathan Rafferty
Raelene Davis
Rick Maw
Nan Anderson
Thomas Cooke
Steve Driggs
Jo Sojourner
Brice Wallace
Marie Mischel
Tim Gaylord
Brock Vergakis

Organization

Outdoor Utah
Ski Utah
Ski Utah
Utah.com
UTIC
Struck Creative
Struck Creative
Wayne County Travel Council
Deseret Morning News
Utah Business Magazine
Holiday Expeditions
Associated Press

Welcome & Introductions

Colin Fryer called the meeting to order, welcomed those in attendance and asked everyone to introduce themselves.

Minutes

There was some discussion regarding a motion that was omitted from the December minutes. Leigh stated that we will listen to the tape to clarify the question on the motion.

MOTION: Selleice made a motion to table the minutes of the December 14 meeting until the February meeting. Bob Bonar seconded the motion and it carried unanimously.

Marketing Committee Report

Selleice reported that the Marketing Committee met the previous day and reviewed the projects that

Struck is working on. She asked Thomas and Steve from Struck to report on the projects.

Steve commented that they have made some minor changes to the television commercials and created a new ad with a shot of Delicate Arch that will go into rotation with the Bryce Canyon ad. They are in the process of doing the final media buys and the Marketing Committee is scheduled to approve those on January 29.

Shelleice noted that at the last meeting the board requested that the 60-second ad buy be extended if possible. The Committee designated \$339,000 in unbudgeted Special Opportunity funds and have asked Struck to negotiate more 60-second TV buys.

The Marketing Committee had some discussion the previous day with Rick Maw from utah.com regarding that partnership and how we can improve and expand the relationship and help our partners in booking trips. There will be further discussions on this topic at the retreat scheduled in March.

Co-op Committee Report

Hans reported that the staff has had some discussions with John Hardy who will be helping with training small entities about the Co-op Program. Staff is still working on getting reports from the projects that were funded in the previous rounds.

The Madden Preprint insert has 14 pages committed with a total of \$93,000 of Co-op funds going toward that program. There are a couple of other entities that have expressed an interest and may be coming on board as well. Mike commented that we could re-allocate some of the funds left over in the Co-op Program to expand into new markets with the Madden project. Shelleice commented that she would like to see us get into some new markets such as Sacramento and Reno and expand the ROI for our partners. There has been some interest from the private sector in the Madden project, which is good news.

Colin suggested that if we have extra money, we should look for new markets to place the Madden publication.

Legislative Committee Report

Steve Burr reported that he and Nan Anderson had discussed the upcoming legislative session that begins on Monday January 15. He asked Nan to report on her activities.

Nan stated that she and Dave Williams made presentations in Garfield and Kane Counties last week and they were well received. She handed out copies of the 'White Paper' that UTIC has prepared with input from UOT staff and people from the industry statewide. This 'White Paper' will be used to educate legislators as well as county elected officials throughout the state regarding the importance of tourism and its contribution to economic development in the state of Utah. She thanked Steve Burr for his help with this project.

Nan reported that a bill is circulating that would divert the restaurant tax from the counties to the cities so she will be watching this as well as several other bills. There is a proposal to start a tourism marketing and advertising program in cooperation with the Department of Agriculture. The Tourism Legislative dinner is scheduled for February 5 and the cost is \$75. Anyone wishing to attend can RSVP to eric@2thepoint.com.

Leigh commented that she really appreciates the partnership with UTIC. She thanked Dave Williams for substituting for her in southern Utah for the presentations. Leigh and Dave are scheduled to go to Cache and Rich Counties in February and are willing to go to other areas to give a presentation about tourism and its contribution to the economy.

The UOT's presentation to the Legislative Committee is scheduled for January 25 from 2-5 p.m. and any board members are welcome to attend.

Director's Report

Leigh noted that Tracie and Patti attended the China International Travel Mart in Shanghai in November. This is the first time Utah has participated in anything tourism related in China.

Tracie reported that Utah partnered with Arizona in TIA's Discover America pavilion to promote national parks and the west. Tracie and Patti met with more than 70 Chinese tour operators and media during CITM. Even though the U.S. doesn't have Approved Destination Status, almost 350,000 visas to the U.S. were issued in China last year. The U.S. is China's eighth largest travel market, with the other seven being in Asia.

Tracie also reported that the UOT conducted 46 fam tours in FY06 with a total of 205 participants from the UK, Belgium, Argentina, France, Brazil, Germany, Japan, China, Italy, Canada, and The Netherlands. In the first six months of FY07, there have been 57 fam tours with 318 participants from the above list countries plus Scandinavia and Korea. These fams have resulted in media coverage for Utah all over the world and helps us push our brand and image into the international markets.

Bob Bonar commented that he appreciates hearing about these fam tours and thanked Tracie and Patti for the great job. Colin asked if the leads are shared with our partners. Patti commented that we share the leads with the CVB's and county travel offices throughout the state via email and she will be happy to add anyone to her distribution list. Leigh commented that in the future we will follow up with our partners to see how they used the leads in their own marketing programs.

Leigh reported that Sundance Film Festival will begin on January 18 with the opening night at the Eccles Theater in Park City. The UOT is a sponsor but the hospitality tent partnership did not materialize this year.

Mike commented that the two biggest components of our sponsorship are: 1) Distribution of 5,000 Utah Travel Guides at 10 strategic locations; 2) 60,000 names that we can do some direct marketing such as a letter from the Governor inviting them back. We will also have a daily trivia question in the Sundance Newspaper, 160 rotations of the spring/summer commercial on Park City TV, and mention on the website.

Leigh noted that we have two vacancies on the board with the departure of Mona Given and Camille Cain. The Governor's policy for filling any board position is that he receive three recommendations and he then makes the appointment. Leigh will submit those names as she receives them.

There was some discussion regarding the 2007 board meeting schedule that was set at last month's

meeting. The new schedule with locations is as follows:

January 12	Salt Lake City
February 9	Salt Lake City
March 21, 22 (Retreat)	Salt Lake City
April 13	Kanab
May 16	Price
June 8	Moab
July	No meeting
August 10	Salt Lake City
September 14	Bear Lake
October 12	Panguitch
November 9	Salt Lake City
December 14	Salt Lake City

Public Comment

Nathan Rafferty reported that he saw one of the truck wraps on the road and it looked really good. Mike commented that we now have 22 or the 24 trucks on the road.

Red Oelerich noted that the Outdoor Retailers will be back in Salt Lake City in a couple of weeks for their winter show.

Nan Anderson reported that the Tourism Conference 'Save the Date' postcard will be sent out to a mailing list of approximately 2,000 in the next day or two.

Raelene Davis reported on the Lucky 13 promotion that is intended to highlight our great fortune of living in Utah, home of the 'Greatest Snow on Earth'. From January 19-31, there are 13 special offers to help Utah residents discover or rediscover skiing and snowboarding at our world-class resorts. Information about the program can be found at www.skiutahlocals.com.

Next Meeting

The next meeting will be held February 9 in Salt Lake City with the location to be announced.